

Classification: Marketing Specialist

Office of Marketing Services – Wisconsin Department of Tourism

POSITION SUMMARY

Under the general supervision of the Director of the Office of Marketing Services, the Marketing Specialist will perform a wide-variety of complex marketing and customer service related tasks for agencies of state government. This position is responsible for planning, development, implementation and measurement of various promotional strategies, researching, recommending and evaluation of potential marketing vendors, and event management duties.

In addition, this position coordinates the day-to-day communications with clients starting with the evaluation of each assignment to identify how to best achieve marketing objectives. This position is involved in the work planning creative development, and end-result measurement for projects, as well as assisting with the development of multi-leveled sponsorship programs. The position will coordinate event planning services from pre-event and onsite functions including registration, transportation and other event details.

This position is housed at the Department of Tourism's central office located in downtown Madison.

GOALS AND WORKER ACTIVITIES

- 50% **A. Coordinate the planning, development, implementation and evaluation of marketing projects and initiatives.**
- A1. Evaluate each marketing assignment to determine goals and identify how to most cost-effectively and efficiently achieve the marketing objectives.
 - A2. Engage in day-to-day communication with state agency clients to develop campaign strategies, ideas and effective content.
 - A3. Determine time management and budget parameters of each project and make recommendations on the appropriate methods of development and implementation.
 - A4. Coordinate the budget and work plan, including processes and approvals for each marketing project.
 - A5. Coordinate the efforts of marketing vendors to plan, develop and implement all elements of the campaign, including the direction of media buyers, creative directors and account executives.
 - A6. Develop metrics to track and evaluate the effectiveness of the marketing initiative and make recommendations for continued participation or modification.

- 40% **B. Provision of service as an event manager for variety of state agency hosted conferences, summits and meetings.**
- B1. Consult with other state agency officials and design event plans that advance the business priorities of their agency and the state.
- B2. Coordinate development, design and event production along with all project delivery elements within time limits.
- B3. In coordination with client, develop and monitor event budget.
- B4. In coordination with client, solicit and secure cash, in-kind contributions and sponsorships.
- B5. Oversee all pre-event and onsite functions, including but not limited to: website, registration, catering, entertainment, transportation, audio visual, and event management.
- 10% **C. Other duties as assigned by Director.**

KNOWLEDGE, SKILLS, and ABILITIES REQUIRED:

1. Strong oral, written and presentation communication skills.
2. Knowledge of communications and brand marketing strategies and concepts.
3. Exceptional organizational skills and ability to manage a wide range of details.
4. Ability to interact, communicate and present ideas.
5. Exceptional attention to details with focus on quality.
6. Proficient use of technology.
7. Basic knowledge of research and analysis techniques including Internet research tools.
8. Exceptional customer service skills.